Clariba Connection

Business Intelligence Insights for the Clariba Community

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Is your organization ready for "After Big Data"?

Leadership Message

A recent article in the Harvard Business Review by Thomas Davenport, professor and fellow at MIT, caught my attention. Davenport refers to the beginnings of a new era: "After Big Data" in his article Analytics 3.0. While organizations built around massive data volumes — such as Facebook, LinkedIn, eBay, Amazon and others — may be ready to move to the next wave of analytics, the full spectrum of big data capabilities is yet to be realized in the traditional organizations we work with on a daily basis.

However, despite the ever-improving technical advances and the continuous innovation of our customers, I am finding a common theme that also Davenport refers to in his article: "Competing on analytics not only in the traditional sense (by improving internal business decisions) but also by creating more valuable products and services" requires the resolve of the companies' management, cross-disciplinary teams and more change management than ever. He mentions UPS' Orion system for the optimization of routing for parcel delivery, in which more time was spent on change management than the actual technical implementation.

As analytics become more embedded into companies' business operations, decision-making becomes more agile, more information-driven, it is critical that organizations not only implement the technology, but more importantly organize for successful analytics and ensure executives to employees are prepared for the inevitable change.

Over the past two years, I have spent considerable time working with companies to break down the traditional barriers of IT and business by supporting the design and implementation of the most optimal, yet dynamic structure to allow the organization to adapt to this new reality. As an example, the results of this transformation in several operating companies of the worlds largest telecommunications group have been tremendous. With continued pressure on headcount and operating expenses, these telecommunications companies were able to save greater 30% on OPEX, while increasing the satisfaction of business users with improved agility, governance and insight through self-service analytics.

The implementation of a new analytics focused, multidisciplinary organizational structure, an "Analytics Center of Excellence", reporting directly into the most suitable C-level executive (i.e. CFO / CSO / CEO), ensures the necessary executive sponsorship and will provide the platform to prepare the organization for the next level of analytics. Only a focused approach — with information and analytics identified as a strategic asset of the company plus the change management to align IT and business functions — embed self-service BI in the day-to-day activities of line managers and employees alike will allow the organization to reap the benefits of the technical capabilities available today and into tomorrow. Perhaps it is time for your organization to review how it is approaching analytics?

The Clariba team wishes you and your family a happy, prosperous and healthy 2014!

Marc Haberland
Managing Director

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SAP named a leader in enterprise data warehouse solutions

SAP has been ranked by Forrester Research Inc. as a leader in its report "The Forrester Wave™: Enterprise Data Warehouse, Q4 2013."* In the evaluation, SAP® earned among the highest scores among all reviewed vendors in the report for the Architecture and Commitment categories, and received the highest score for the Market Presence category. It was also cited for "finding its data mojo in SAP HANA® and SAP Sybase IQ® to support broader Enterprise Data Warehouse (EDW) use cases."

According to the Forrester report, "SAP HANA has done extremely well, gaining more than 1,800 customers since its launch in 2011. Enterprises are using SAP HANA for in-memory data marts and SAP NetWeaver® Business Warehouse implementations that integrate with other DWs, including SAP Sybase IQ, which has over 4,500 customer installations. SAP provides streaming functionality to queue and ingest incoming streaming data, integrating with SAP Sybase Event Stream Processor (ESP), a complex event processing solution, and supports high-speed data movement through SAP Sybase Replication Server."

SAP HANA, which now has grown to more than ,2400 customers since the time of the report's original evaluation, helps organizations unlock the business value of Big Data by enabling them to access and deliver information up to 100,000 times faster than before. With these real-time insights, customers can act quickly as new business scenarios unfold. SAP Sybase IQ offers the speed and power for extreme-scale enterprise data warehousing and Big Data analytics with affordability and efficiency.

Read the full press release here

*Forrester Research Inc., "The Forrester Wave: Enterprise Data Warehouse Solutions, Q4 2013," November, 2013
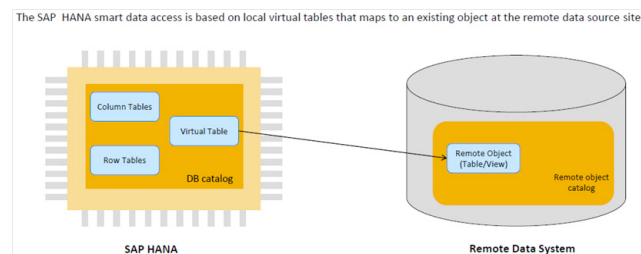
Bringing homogeneity to a heterogeneous world
SAP HANA's Smart Data Access bridges in-memory data with your traditional EDW

During the second half of 2013, the database and technology team at SAP has been hard at work to deliver major enhancements for the SAP HANA database. With SP6 and SP7, released just a few weeks ago, we will highlight a new key capability for the in-memory database we believe will provide immense benefits:

Smart data access.

Smart Data Access (SDA) provides SAP HANA with data virtualization capabilities. This technology allows customers to create a virtual table to combine SAP HANA data with other heterogeneous data sources like Hadoop, Teradata, Microsoft SQL Server, Oracle, SAP Sybase ASE and/or SAP Sybase IQ.

The SAP HANA smart data access is based on local virtual tables that maps to an existing object at the remote data source site

One of the most interesting use-cases is that SDA enables SAP HANA customers to create a strategy where the most recent non-aggregated raw data (hot data) is stored in SAP HANA while the historical, aggregated or non-aggregated data (cold data) could be stored in the traditional enterprise data warehouse (EDW), the remote source. With SDA, one single request will be able to access/combine both data sources and provide one single result set fully transparent to the end-user.
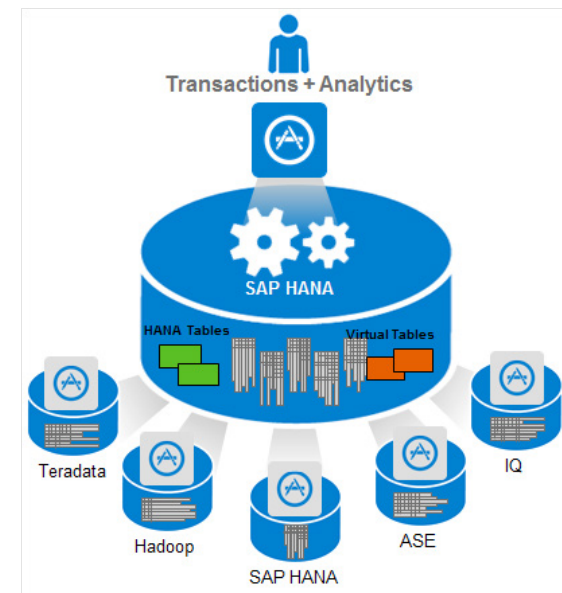
With this scenario, any SAP HANA customer will be able to use the power of the analytic models, predictive libraries or text search algorithms on data not stored in SAP HANA. This new capability will bridge a major challenge many organizations face today where analysis is required across a variety of heterogeneous data stores.

Many of our current and potential future customers are looking at in-memory technology, so we will continue to see major innovation driven by SAP and its peers as we enter a new era of analytics. We look forward to discussing how the new capabilities will benefit your organization to drive more profitable, agile business decisions.

Clariba helps Spinneys implement SAP HANA to efficiently monitor customer needs

Client Spotlight

In-memory computing (IMC) is quoted as one of the top 10 technology trends for 2013. Jumping on this trend is Spinneys Dubai, a leading food retailer in the UAE, who recently implemented SAP's real-time in-memory technology platform SAP HANA. This groundbreaking solution combined with the leading visualization and analysis capabilities of SAP@ BusinessObjects™ immediately allowed Spinneys to explore and analyze large quantities of their data from a vast array of sources more effectively, at record speeds. Clariba, was a key player in ensuring the successful implementation and immediate results.

"We can now not only get supplier delivery performance reports in a short amount of time, but more importantly, we can now track in real time a supplier's performance at a level of granularity that was not possible to achieve before," says Rohith D'Souza, responsible for business analysis & development, Spinneys Dubai. "This solution makes it easier for us not only to store vast quantities of data, but also to retrieve and analyze it at record speeds, with a lot of flexibility on how we build reports. If you take for example our Inflation Report which used to take three hours to run; we now have results in less than three minutes."

"The main goal for Spinneys is to make sure that all decisions we make are the right ones for our customers. This solution is helping us to streamline internal processes, allowing us to make better-informed decisions much faster, and ultimately, helping us serve our customers better. That's what we strive for everyday," says Rohith.

"As every retailer, Spinneys has increasing amounts of data

from point-of-sale transactions and on the operational side – purchasing, stock, and financial data. Understanding stock levels and wastage, and forecasting inventory movements are critical to manage the profitability of a retail organization. With SAP HANA, Spinneys management now has speed-of-thought analytic capabilities available at their fingertips," says Marc Haberland, managing director, Clariba.

Qais Gharaibeh, managing director – UAE, SAP MENA says, "Spinneys has shown great ambition by investing in technology that can transform its operations. In particular, it will be able to become more nimble and profitable, while also delivering a more engaging and relevant shopping experience to its customers. SAP HANA is all about real-time efficiency, intelligent insight and achieving previously unattainable levels of innovation."

Spinneys has started applying the technology in several initiatives such as their Category Performance Improvement (CPI) process, which cascades corporate strategies down to the product level, analyzing sales and shopping trends to ensure the optimal mix reaches the final customer.

The company is also thrilled with, and will shortly start tapping into all the possibilities that SAP BusinessObjects' Mobile Business Intelligence brings. "A manager can go down to the store, tablet in hand, analyze a range of products and its performance on the shop floor. If there is a gap on the shelf, he can instantly see if the stock of the product is low, and if a purchase order has been placed for it already. All in real-time!" mentions Rohith. "This represents a big improvement in the way we will do things going forward. With this technology, the possibilities are limitless."

Rohith D'Souza (business analysis & development Spinneys), Qais Gharaibeh (managing director – UAE, SAP MENA) and Marc Haberland (managing director, Clariba) at Spinneys headquarters in Dubai

Clariba holds the SAP Strategy Management expert session in Muscat on November 26

Let this New Year be filled with happiness, joy and prosperity for you and all your loved ones.

Happy New Year from the Clariba team.

The second edition of our SAP® Strategy Management (SSM) Expert Session took place in Muscat, Sultanate of Oman on November 26. It brought together SSM senior executives from SAP, SSM experts from Clariba, strategy execution experts from The Palladium Group and a range of companies from the Muscat area.

Marc Haberland — Clariba's managing director — opened the event with his views on the importance of strategy for a company. Mohamed El Aref from The Palladium Group shared with attendants the challenges of executing strategy and how companies can overcome them. Luca Spinelli from Clariba introduced SAP Strategy Management, an SAP tool that helps organizations to monitor their strategy execution. Following Luca, Raed Abdallah, a senior enterprise performance management consultant from SAP involved in the development of the newest SSM release, spoke about where SAP is taking its strategy management solution and demonstrated important new features, such as the new available Arabic version of SSM.

In order to give attendants a taste of what a thought-out strategy planning and execution process — aligned with the proper technology — can do for a company, Buthaina Al Kuwari, IT manager of QAFAC took the stage. She explained QAFAC's journey from taking their strategy management from Microsoft® Excel® sheets to a professional, centralized solution that is now giving them the KPI and strategic objectives visibility they need to achieve their goals. To read more about QAFAC's success, read their success story.

Sergi Marin — SSM expert in Clariba — closed the

presentations walking the audience through how Clariba engages with customers like QAFAC and applies their unparalleled SSM expertise to deliver an optimal solution that fits in with customers' needs.

The event finished with a lunch where attendants were able to meet the experts for 1-to-1 discussions.

Our next SSM event will take place in Dubai. Stay tuned on our social media channels for more information.

Luca Spinelli (Clariba) shows the benefits of having a strong strategy management process in place in any organization.

Clariba Corner